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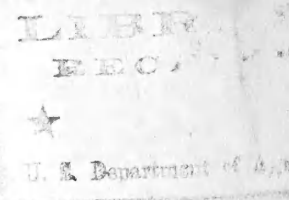


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# WHOLESALE PRICE LIST OF EPIPHYLLUMS

R. W. POINDEXTER NURSERY  
Compton - California

January 1941



In our cactus and succulent business we are growers and wholesalers and are not making retail sales. Epiphyllums we consider a distinct department because epiphyllums have entirely different uses from the usual cactus material, different culture and appeal to a different class of amateurs. We are therefore making retail as well as wholesale sales of epiphyllums. It is necessary to stimulate general interest by advertising in order to bring about due appreciation of these splendid plants. We must keep in touch with the ultimate consumer and get his reactions. As soon as a sufficient demand has been created to assure the dealer of an expanding market and assure us of a sufficient outlet, then dealers, we shall stop making retail sales. We hope to be able to do this in 1942.

The following is our 1941 wholesale list. A copy of our retail list accompanies it. You are referred to the retail list for descriptions of the individual varieties, plant sizes, and further particulars. You will note that in many cases prices for rooted cuttings in lots of 100 are as low as one-fifth the retail prices. WE ALSO OFFER TO DEALERS A DISCOUNT OF 50% ON RETAIL LIST PRICES OF SINGLE ITEMS (NOT COLLECTIONS) NOT INCLUDED IN THIS WHOLESALE LIST, PROVIDED ORDER TOTALS \$20.00 OR MORE GROSS.

TERMS: Prices include packing but not transportation costs. A 2% discount for cash will be allowed. Unless credit has already been established, orders should be accompanied by cash, or else ordered shipped by express c.o.d. This list supersedes and cancels all previous wholesale lists and quotations. All material is offered subject to prior sale of stock on hand.

## GENERAL LIST

NOTE: See retail list for definitions of sizes. Size of rooted cuttings is larger than last year.

	Rooted Cuttings		Medium Sized Plants		Specimens	
	10	100	5	10	1	5
ACKERMANNII	\$ .75	\$5.00	\$2.50	\$4.00	\$1.50	\$5.00
AGATHA	1.25	10.00	3.00	5.00	1.75	7.50
AMBER QUEEN	1.00	7.50	3.00	5.00	1.50	5.00
ANGULIGER	.75	5.00	2.50	* *	1.50	5.00
CONWAY'S GIANT	1.25	10.00	3.50	5.50	1.75	6.00
CRENATUM*	1.25	10.00	* *	* *	1.50	* *
DANTE	1.50	* *	5.00	* *	1.75	7.50
DESERT SUNRISE	.75	5.00	* *	* *	1.25	5.00
EDEN	1.25	10.00	3.00	* *	1.75	7.50
FIESTA	1.25	* *	4.00	* *	1.75	7.50
FLAMINGO	1.25	* *	4.00	* *	1.75	* *

\*Since Crenatum was omitted from our retail list we give the following description: The largest flowering of the wild species. A fine, large, fragrant white, with good lasting qualities (3 days or more). The plant is vigorous, with short, deeply lobed (crenate) light green stems.

# RECOMMENDED RETAIL LIST OF MERCHANDISE

U. S. GOVERNMENT PRINTING OFFICE  
Washington - D. C.

January 1941

In our studies and extensive research, we are convinced that the following list of recommended retail prices for various types of merchandise is a fair and equitable one. It is based on the cost of the merchandise plus a reasonable profit. It is not intended to be a guide for the retailer, but rather a statement of the prices which we believe are fair and equitable for the consumer. It is based on the cost of the merchandise plus a reasonable profit. It is not intended to be a guide for the retailer, but rather a statement of the prices which we believe are fair and equitable for the consumer.

The following is our recommended retail list of merchandise. It is based on the cost of the merchandise plus a reasonable profit. It is not intended to be a guide for the retailer, but rather a statement of the prices which we believe are fair and equitable for the consumer. It is based on the cost of the merchandise plus a reasonable profit. It is not intended to be a guide for the retailer, but rather a statement of the prices which we believe are fair and equitable for the consumer.

These prices include handling and transportation charges. They are not intended to be a guide for the retailer, but rather a statement of the prices which we believe are fair and equitable for the consumer. It is based on the cost of the merchandise plus a reasonable profit. It is not intended to be a guide for the retailer, but rather a statement of the prices which we believe are fair and equitable for the consumer.

## RECOMMENDED RETAIL LIST

This list is for the purpose of providing a guide for the consumer. It is not intended to be a guide for the retailer, but rather a statement of the prices which we believe are fair and equitable for the consumer.

Item	Quantity	Unit Price	Total Price
1. Apples	100	10¢	\$10.00
2. Bananas	100	10¢	\$10.00
3. Oranges	100	10¢	\$10.00
4. Lemons	100	10¢	\$10.00
5. Limes	100	10¢	\$10.00
6. Grapefruit	100	10¢	\$10.00
7. Pineapple	100	10¢	\$10.00
8. Watermelon	100	10¢	\$10.00
9. Cantaloupe	100	10¢	\$10.00
10. Honeydew	100	10¢	\$10.00
11. Strawberry	100	10¢	\$10.00
12. Raspberry	100	10¢	\$10.00
13. Blackberry	100	10¢	\$10.00
14. Blueberry	100	10¢	\$10.00
15. Elderberry	100	10¢	\$10.00
16. Currant	100	10¢	\$10.00
17. Gooseberry	100	10¢	\$10.00
18. Mulberry	100	10¢	\$10.00
19. Persimmon	100	10¢	\$10.00
20. Peach	100	10¢	\$10.00
21. Plum	100	10¢	\$10.00
22. Apricot	100	10¢	\$10.00
23. Cherry	100	10¢	\$10.00
24. Nectarine	100	10¢	\$10.00
25. Almond	100	10¢	\$10.00
26. Walnut	100	10¢	\$10.00
27. Pecan	100	10¢	\$10.00
28. Cashew	100	10¢	\$10.00
29. Pistachio	100	10¢	\$10.00
30. Macadamia	100	10¢	\$10.00

This list is for the purpose of providing a guide for the consumer. It is not intended to be a guide for the retailer, but rather a statement of the prices which we believe are fair and equitable for the consumer.

	Rooted Cuttings		Medium Sized Plants		Specimens	
	10	100	5	10	1	5
GLORIA	\$1.00	\$7.50	\$2.50	\$4.00	\$1.25	\$5.00
HERMOSSISSIMUS	1.25	10.00	3.00	5.00	1.75	7.50
JOSEPH DE LAET	2.00	* *	* *	* *	2.50	* *
LADY IRENE	1.75	* *	5.00	* *	2.50	* *
LATONA	1.25	* *	4.00	* *	1.75	* *
MOONRISE	2.00	* *	5.00	* *	3.00	* *
ORIOLE	.75	* *	1.75	* *	1.75	* *
PADRE	1.50	12.00	3.00	* *	* *	* *
PEACOCKII	1.50	12.00	2.00	5.00	1.75	* *
PROF. EBERT	1.00	7.50	3.00	5.00	1.50	5.00
ROSETTA	1.25	10.00	* *	* *	2.00	* *
SCARLET GIANT	.75	5.00	1.75	3.00	1.25	5.00
SUN GODDESS	2.00	15.00	5.00	* *	* *	* *
TULIP	1.25	10.00	1.75	3.00	1.75	7.50
VIVE ROUGE	.75	5.00	* *	* *	1.25	4.50
VIVIANA	.75	5.00	* *	* *	1.25	5.00

### COLLECTIONS

Our collection offers are popular. They enable you to secure a combination of display plants which show your customers what the flowers are like, and rooted cuttings which sell immediately when the display plants are seen. A number of collections are offered so you can pick one or more to suit your particular requirements. The prices, you will note, are considerably lower than the combined prices of the included items.

#### COLLECTION 41A

This collection is your best bet if you are stocking epiphyllums for the first time--4 extra good bloomers--50 rooted cuttings of each for selling and a display plant of each to sell them with--at a bargain price. The cuttings should sell for at least 25¢ each, totaling \$50.00 for the cuttings alone.

AGATHA

CONWAY'S GIANT

GLORIA

VIVE ROUGE

1 specimen and 50 rooted cuttings of each of the above varieties, wholesale value \$22.25

Collection Price - \$18.00

#### COLLECTIONS 41B, 41C, 41BC 8 varieties, all different colors

AGATHA, light pink

CONWAY'S GIANT, deep crimson and purple

DESERT SUNRISE, orange, red and violet

EDEN, white and yellow

GLORIA, copper

LATONA, deep crimson pink

PEACOCKII, crimson, cerise, violet

VIVE ROUGE, red



Collection 41B - Display Collection

1 specimen plant of each of the above 8 varieties, wholesale value \$12.50

Collection Price - \$10.00

Collection 41C - Selling Collection

10 rooted cuttings of each of the above varieties, wholesale value \$9.00

Collection Price - \$7.00

Collection 41BC - for Combined Display and Selling

1 specimen plant and 10 rooted cuttings of each of the above varieties, wholesale value \$21.50

Collection Price - \$17.50

COLLECTIONS 41D, 41E, 41F

These collections include a wide variety of the most desirable plants, thoroughly tested for merit.

ACKERMANNII, early flowering red  
AGATHA, pink with crimson center  
CONWAY'S GIANT, deep crimson and purple  
EDEN, white and yellow  
GLORIA, copper

HERMOSISSIMUS, multicolor  
PADRE, pink  
PEACOCKII, luminous crimson  
PROFESSOR EBERT, violet carmine  
TULIP, vivid red

Collection 41D - 10 medium sized plants, wholesale value \$5.95

Collection Price - \$4.75

Collection 41E - 100 rooted cuttings, 10 of each kind, wholesale value \$12.00

Collection Price - \$10.00

Collection 41F - 10 medium sized plants and 100 rooted cuttings, 10 of each kind, wholesale value \$17.95

Collection Price - \$14.00





COLLECTION 41G

100 rooted cuttings of 20 different varieties, 5 of each variety, our selection,  
plus 3 different specimen plants

Collection Price - \$10.00

A wide variety of salable cuttings combined with sufficient display plants to give  
a general idea of what epiphyllums are like. We can give you better value if you  
leave the selection to us.

COLLECTION 41W

ANGULIGER

CRENATUM

OXYPETALUM

STRICTUM

1 specimen size of each of the four best wild species of epiphyllums, wholesale  
value \$6.00

Collection Price - \$5.00

COLLECTION 41T

Same as above (Collection 41W) plus 20 rooted cuttings of each of the four species,  
total 4 specimens and 80 cuttings, wholesale value \$13.00

Collection Price - \$10.00

EPIPHYLLUM SEED

Specially selected hybrids from our best breeders, 1939 crop

Per gram (more than 1000 seeds) - \$ 1.50  
Per ounce - 30.00

# COLLECTION 410

100 rooted cuttings of 20 different varieties, 5 of each variety, our selection.  
Plus 5 different specimen plants

Collection Price = \$10.00

A wide variety of reliable cuttings combined with sufficient display plants to give a general idea of what erythraea are like. We can give you better value if you leave the selection to us.

# COLLECTION 411

ERYTHRAEA

ERYTHRAEA

ERYTHRAEA

ERYTHRAEA

1 specimen plant of each of the four best wild species of erythraea, wholesale value \$8.00

Collection Price = \$8.00

# COLLECTION 412

Same as above (Collection 411) plus 50 rooted cuttings of each of the four species.  
Total 4 specimens and 80 cuttings, wholesale value \$12.00

Collection Price = \$10.00

# ERYTHRAEA SEED

Specially selected hybrid from our best growers, 1930 crop

For 1000 (more than 1000 seeds) = \$ 4.00  
For 500 = 2.00